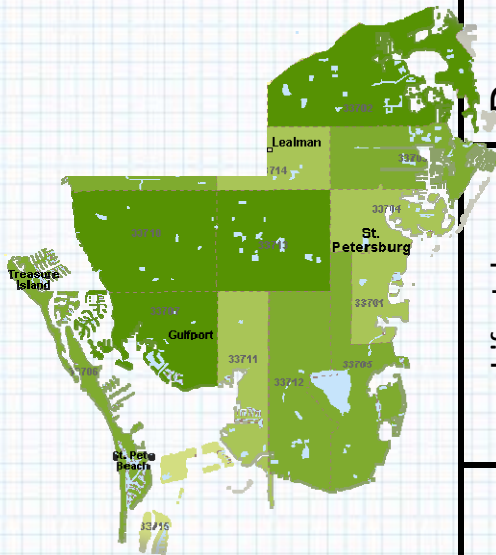
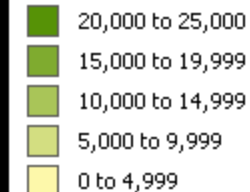


# South Pinellas County

222,220 Ad18+



South Pinellas by ZIP Code



## Demographics

46% Male, 54% Female	53% Adults 18-49	24% College Grad
25% 1+ Child in Home	52% Adults 25-54	18% Business Prof
25% Single	78% White	16% Sales & Support
46% Married	15% Black	70% Home Owners
14% Divorced	6% Hispanic	28% Renters

## Lifestyles

<b>FINANCIAL</b>	<b>LEISURE ACTIVITIES</b>	<b>MEMBERSHIPS</b>
Cash Mgmt Accounts	Listening to Music	School/College Board
Investments	Dining Out	Regional Dev. Committee
<b>SPORTS AND FITNESS</b>	<b>INCOME</b>	<b>OTHER INTERESTS</b>
Rowing	43% \$50k+	Own collectibles
Sailing	13% \$100k+	Visit Museums

## Attitudes & Opinions

Important to have lasting relationship	Dress to please themselves
Enjoys spending time with family	If at 1 <sup>st</sup> don't succeed, keep trying
Important to continue learning	Expect to make last mortgage pmt
Important a company acts ethically	Non prescription meds don't work
HH responds to mnfctr. incentive offers	Likes to keep up with latest fashions
Doesn't like the idea of being in debt	Likes to make unique fashion statement

Source: Tampa-St. Petersburg SimmonsLocal Fall 2007

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